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Announcing SCHEER

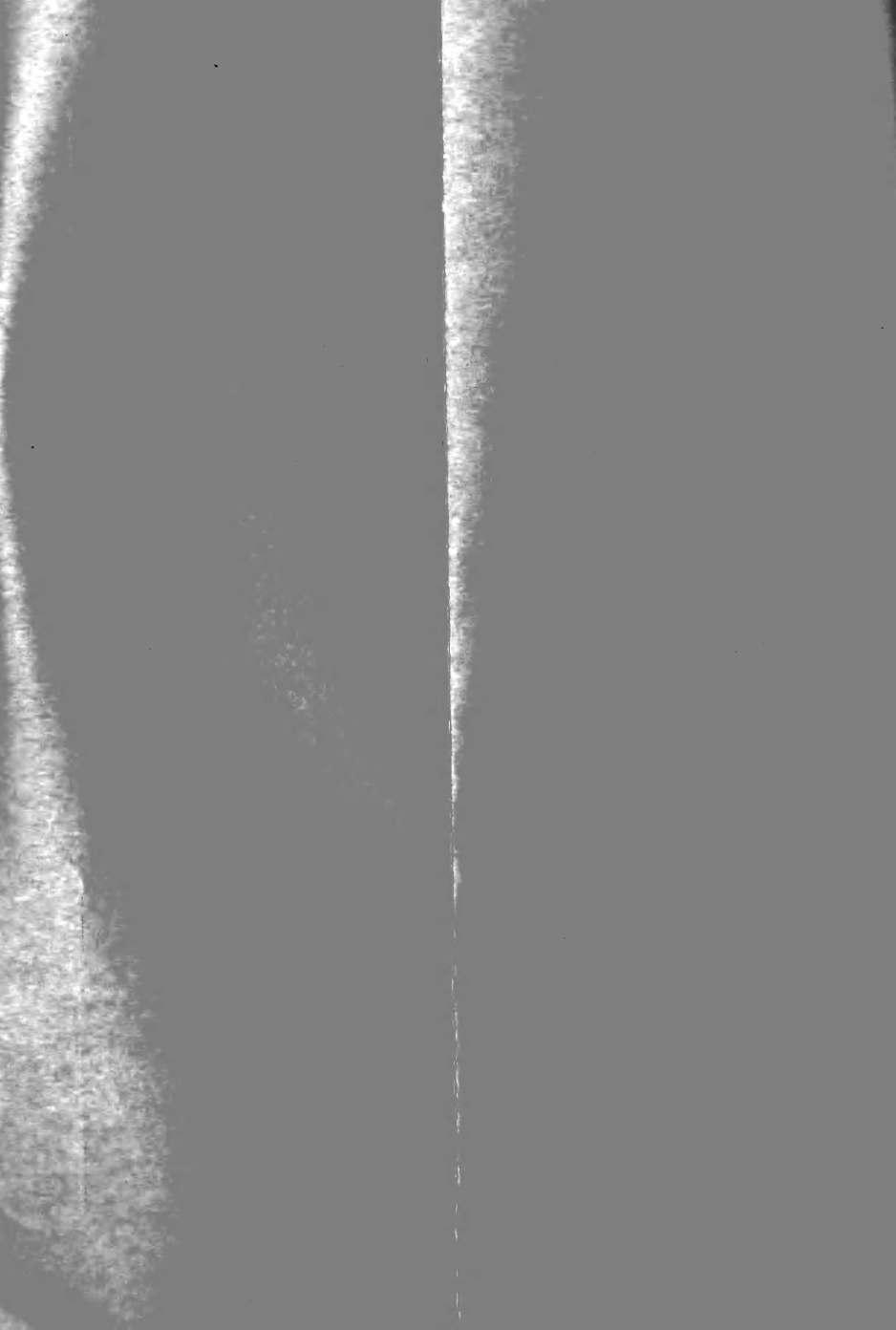
Releases for 1941

It is my aim to make the name **SCHEER** on a Gladiolus recognized as equivalent to the mark "Sterling" on silver.

Member of the Following
Gladiolus Societies:

New England
British
Canadian
Wisconsin
Iowa
Minnesota
Calgary, Alberta





Another season is past. On the whole, the 1940 season was an exceptionally good one for growers in this section because of the fact that, for the first time in years, we had the benefit of adequate rainfall - you may say what you wish about irrigation, but no system of artificial watering can produce results comparable to those achieved by Old Mother Nature's.

The season had a rather inauspicious start, due to a cold, dark, clammy spring, and the unfavorable weather continued well into early summer. As a result, all varieties ran far behind schedule in their blooming dates; at the Wisconsin Gladiolus Society State Show, staged August 9-10, the blooms shown were almost exclusively of the earlier kinds. However, generally moderate temperatures throughout most of the summer, together with adequate rainfall, gave us exceptionally fine bloom throughout the later season. The Sheboygan County Chapter of the Wisconsin G.S. staged its show two weeks after the state show and the quality and quantity of bloom exhibited was unbeatable; visiting connoisseurs unanimously expressed the opinion that the quality of the blooms exhibited surpassed anything ever shown at any gladiolus show in the Middle West, the section noted for producing outstanding glads.

By and large, the 1940 season gave us the opportunity to see all varieties, standards as well as seedlings, at their very best.

Among my seedlings, a number looked very promising and they will be grown on for further critical observation. Three seedlings which were tested for a number of years gave such fine performance that I consider that they have earned their spurs and are well worthy of being introduced the coming season. All three have been thoroughly tested, two of them by others beside myself, and one, White Gold, has been grown and shown all the way from western Canada to Boston. Further details on those three will be given in the descriptions under their respective names.

In describing these varieties I shall refrain from making use of any powers of imagination I may have to write ornate, high-sounding stories - rather, I will set down only the honest and plain facts about them. In other words, I shall endeavor to give YOU the sort of description that I should like to see when I am considering the purchasing of new varieties.

It may be of interest here to recount an incident in connection with my seedlings. During a number of years I have been growing an ever increasing number of seedlings - and growing seedlings on a large scale is a good deal like rolling a snow-ball, the longer you are at it, the bigger it gets, - until I arrived at a stage where I was confronted with the necessity of putting into effect a very drastic discarding program. So, last fall, I dug only such seedlings as had made a noteworthy showing during the summer of 1939. For several years two friends had given me sorely needed, and much appreciated, help at digging time and they were moved almost to tears when they saw how many of my seedlings were destined for the bonfire. They pleaded for a chance to try some of the seedlings which I had decided to discard, with the understanding that I would retain title to any varieties that performed unusually well for them, and so I consented to let them try their luck. And here is the joke: one of them exhibited some blooms of the varieties that he had salvaged, at the state show of the Wisconsin Gladiolus Society this past summer, and one of them emerged as the champion exhibition seedling of the show and just missed being picked for grand champion spike of the show; in addition, he won enough other awards on those seedlings to give him some 25 points on them alone.

SCHEER 1941 Releases

WHITE GOLD-Sdlg. 35 C 185-64 (Maid of Orleans x Picardy)

A mammoth cream, blending to gold in throat. Season, early-62-75 days. Petals of heavy substance, somewhat ruffled, florets wide open, regularly spaced and well placed on tall, straight spike; florets have been measured up to 7½ inches and they average usually well over 6 inches; 5-6 open, with five showing color, on an 18-19 bud spike, 60 in. in the field. Plant and foliage strong and healthy, and an excellent

propagator, producing bulblets freely and bulblet germination practically 100%. Planted early in the frame, bulblets have produced mostly No. 1 & 2 bulbs the first season.

Comments

Frankly, I should personally like to see White Gold open a few more - the fact that it opens only 5-6 is bound to prove some handicap in the single spike class. However, for mass effect in sprays, baskets, and vases, White Gold cannot be approached by any other variety in the cream class and it is in that field that its future lies: Its appealing color, distinct from any other cream, the great size and substance of its florets, and the fact that it a very early variety, will make White Gold unbeatable in its class. It is safe to predict that White Gold, when it becomes known, will rank supreme in the cream class.

Entered at four shows in 1941 in the United States and Canada, White Gold was the winner of SEVEN AWARDS, among them the American Home achievement Medal at the Wisconsin State Show and an Award of Merit from the Massachusetts Horticultural Society at the Boston Show of the N.E.G.S.

Read what some experts have said about White Gold:

"It had six florets open, practically all of them over 6" across. It was a wonderful spike and was generally admired, receiving many favorable comments. You have every reason to be very proud of that seedling, Doctor, as it will surely go places." The foregoing is from a letter from one of the most eminent growers in Massachusetts.

From a prominent grower in Calgary, Alberta, the following: "This is an outstanding seedling, of beautiful color, great size and strength of spike; it is early, with lots of bulblets which germinate well. While not formal in type, it has about everything a good glad wants."

A well known Wisconsin grower had this to say: "It just took my breath away": he was referring to a huge basket of White Gold exhibited at the Sheboygan County Chapter, Wisconsin Gladiolus Society, Show. Incidentally, this entry won the blue ribbon in its class among a number of entries, including Picardy and other habitual winners, shown at their best.

In fairness to White Gold, and to avoid any misunderstanding on the part of purchasers of this variety, it should be pointed out that, like its parent Picardy, White Gold usually throws spikes with rather short flower heads from young bulbs, even though they may be large: young bulbs will throw spikes with 11-12 buds, which obviously makes them appear somewhat stubby; older bulbs make spikes with 18-19 buds and correspondingly long flower heads.

Prices —

A fairly large amount of stock permits the introduction of White Gold at an unusually low price, a price which should materially speed its dissemination. Price, any size bulb, \$3.00 each; largest bulbs to early buyers unless they state their preference for other sizes. Bulblets - no bulblets offered separately this season, but purchasers of bulbs may order ten bulblets at \$3.00, for each bulb bought. A HINT TO THE WISE.

WHITE GOLD GIVES EVERY PROMISE OF GAINING AND HOLDING THE SAME PLACE AMONG CREAMS AS PICARDY DID IN THE PINKS. GROWERS WHO BUY NOW AT THE VERY LOW INTRODUCTORY PRICE WILL FIND THEIR INVESTMENT A MOST PROFITABLE ONE. PRICES WILL NOT BE MUCH LOWER IN 1942.

GHENGIS KHAN - Sdlg. 35 C 153-03 (Beltane the Strong [Sheer] X Picardy)

A huge pink with light'er throat. Early mid-season, blooms in 75-85 days. Color a pleasing salmon pink, blending to soft cream throat. Florets up to 6¾", very heavy

substance, with petals extremely fluted and ruffled and moderately lacinated, wide open; placement, facing, and spacing faultless; 6 open with 5 in color on a straight spike, 18-19 buds; height in field, 50" up, with flower head 24"; plant and foliage very strong and healthy. Fair bulblet maker and bulblets germinate well. Large bulbs make comparatively few bulblets.

Genghis Khan looks like a very distinct break and may prove to be the first of an entirely new race. Its great size, extreme fluting and ruffling, and perfect spike formation, all combine to stamp it as a super-glad, destined to become very prominent: It may well prove a sensation.

Exhibited at only one show in 1940, the Wisconsin Gladiolus Society, Sheboygan County Chapter Show, it won FOUR AWARDS: First in the open pink class, Division Champion, Champion Exhibition, and Show Grand Champion.

In the Wisconsin Gladiolus Society symposium vote for 1940, Genghis Khan was voted the best seedling shown in 1940 - incidentally, White Gold was voted the second best seedling.

Mr. E. A. Lins of the Legion Trial Gardens reported as follows: "I saw the best seedling at the Sheboygan Show. It was a pink with perfect placement and facing. Nicely ruffled, large, and color clean. It received the highest award ribbon at the show."

As an indication of the impression than Ghengis Khan made upon the fans who saw it, it may be stated that many had picked it as the grand champion of the show long before the judging had even begun. And it must be borne in mind that, to win this honor, Genghis Khan had to beat the very best of the aristocrats in the glad world, exhibited in possibly as perfect form as they were ever shown.

Because stock of Ghengis Khan is still very scarce, all stock on hand should be used for propagation in 1941. However, in order to afford a chance to a few growers to grow and see this striking glad, a very limited amount of stock is offered for 1941: I offer NOT TO EXCEED TEN BULBS, large or medium, at \$25.00 per bulb; no bulblets offered for 1941.

MARSEILLAISE - Sdlg. 34 C 166-S (Aida X Pelegrina)

A very large red. Late- 95-105 days. Color a rich, glowing, velvety scarlet with narrow cream lines on the throat petals. Florets up to $6\frac{3}{4}$ ", plain petalled, 6-7 open on a tall, straight spike; height 60" in field, with 30" flower head with upward of 25 buds from large bulbs. Strong, healthy grower, with very heavy foliage. Produces bulblets very freely and bulblets germinate well.

While it is my policy to offer, in general, only such of my seedlings as have distinguished themselves on the show bench and in trial gardens, I am making an exception in the case of Marseillaise: it has attracted so much attention and has won enthusiastic praise from so many visitors, both to my patch, as well as that of a friend who grew it during the 1940 season, that it seems well entitled to introduction. While its blooming season lasted, it was, invariably, the first variety to focus the attention of visitors: its rich, glowing color, large size, the length of its flower head and the height of its spikes, all combined to make it a veritable beacon. While there is no scarcity of good reds, Marseillaise possesses features lacking in many of them and I believe that it will make a place for itself.

I have a fair amount of stock of Marseillaise which permits me to offer it at attractive prices as follows: Large, \$2.00; Medium, \$1.50; Small, \$1.00, per bulb; Bulblets - \$2.00 per ten.

Terms - All prices quoted include free delivery.

Prices are for cash with order; no exchanges.

Delivery will be made in March or April, as soon as weather condition makes shipment safe. Purchasers who prefer to do so, may order delivery for any time but in that case they must assume the risk of damage caused

by freezing; such early shipments will be made by express in all cases as this method minimizes the danger of frost damage.

A Few Remarks in Conclusion.

It is a fact, well-known to growers, that the disease known as "yellows" is becoming increasingly prevalent, especially among stock from certain sections where a very large proportion of the commercial stock is grown. The exact cause of "yellows" is, I believe, still not known, although it is commonly accepted that it is probably a virus. Whatever the cause may be, there is no known method of detecting "yellows" until the disease manifests itself in the field - the infected bulbs may look exceptionally sound and healthy. Neither is there any known method for controlling "yellows" in infected bulbs, as dips and other methods which are effective in controlling other diseases in gladiolus corms have been found to be entirely useless in the case of "yellows" infected stock.

We do know from experience that certain varieties are much more susceptible to "yellows" than others and that some varieties appear to be almost immune. The logical solution of the "yellows" problem, then, requires the following steps:

1. Remove all diseased plants as soon as signs of "yellows" appear and destroy by burning them - burning is the only sure way.

2. Buy stock grown in sections that are known to be free, or at least reasonably free, from "yellows" diseases.

3. Buy varieties that are known to be immune or highly resistant.

It is a matter of no small gratification to me to be able to truthfully state that it has been my good fortune to have very little trouble from "yellows" to date. While I have run across an occasional infected plant among some of my standards, my seedlings appear entirely free from "yellows", which leads me to believe that my strain is either entirely immune, or at least very highly resistant, to "yellows" infection. The varieties offered for 1941 release have all been grown and tested six and seven seasons without the occurrence of even a single case of "yellows" among them.

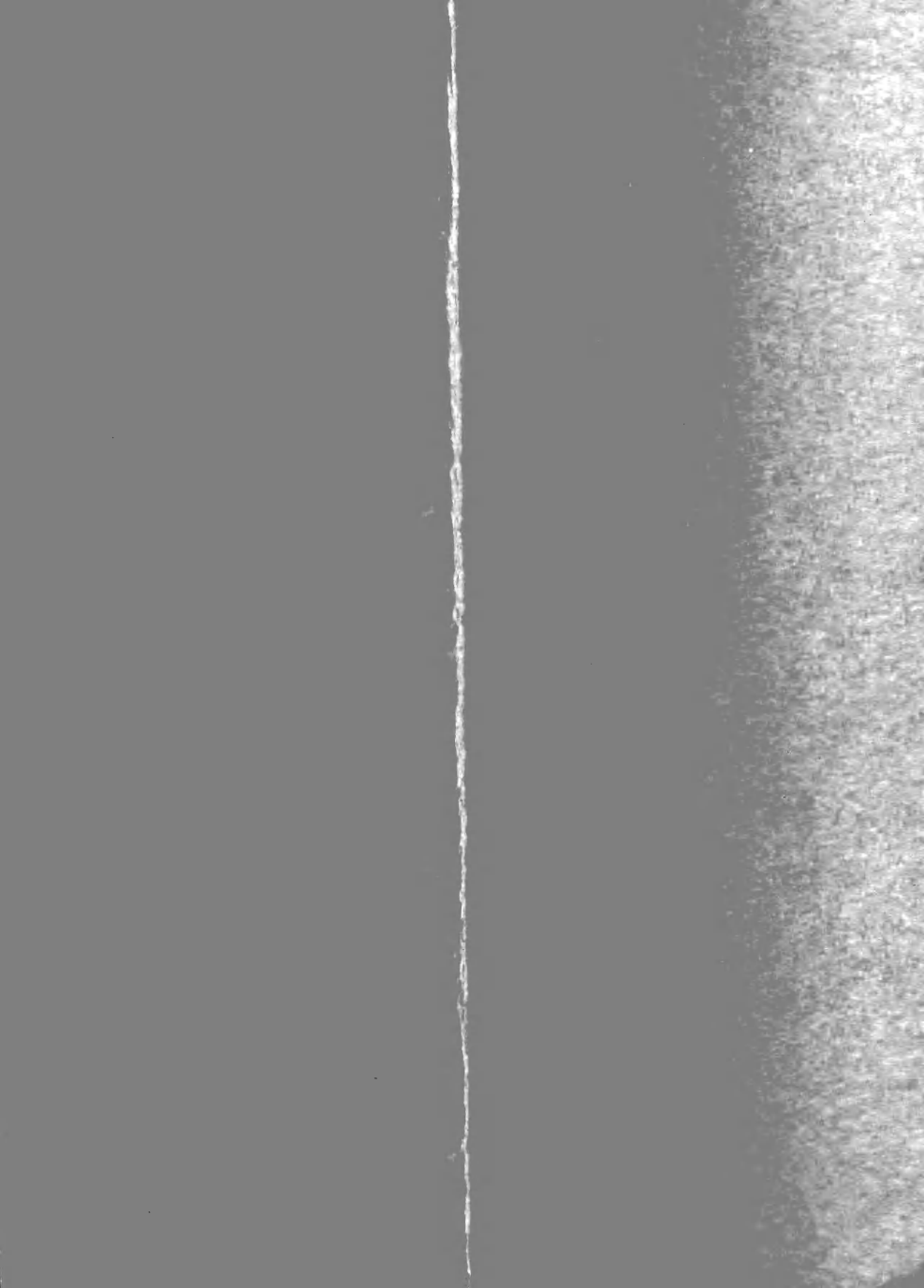
I use no dip of any kind for the control of infectious diseases among my stock, and this for a very definite reason: if any of my seedlings are susceptible to any of the gladiolus diseases I want to learn that fact as soon as possible in order that I may destroy all such stock immediately. I do not believe in introducing any new variety, no matter how appealing it may be in other respects, if that variety is even slightly susceptible to disease. I have too often bought a dozen or twenty-five bulbs of a variety, only to find my original stock reduced to a few bulbs at the end of one or two seasons; for awhile I tried to fight the disease in those strains but I have long since decided that any variety that can be grown only if one constantly fights its diseases, is not worth the time and effort expended upon it.

Not only do I refrain from dipping my stock, but the care and cultivation that I give it is no better than just ordinary field culture: I use manure - when I can get it-, and also use a commercial fertilizer in the bottom of the trenches; in addition, I try to keep the weeds within bounds, but that is all. Certainly, my seedlings get no coddling of any sort. Any variety that does well under those conditions should do ever so much better when given the special cultivation that most growers bestow upon their choice varieties and show specimens.

When you buy SCHEER originations you get only varieties that are strong, healthy growers, and which have amply demonstrated extreme resistance to every type of disease to which the gladiolus is subject.

Yours, for Better Glads

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SCHEER GLADIOLUS
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